



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#23
LW
3-3-04

Applicant(s): Thomas M. Levergood et al.
Appl. No.: 09/548,235
Conf. No.: 6069
Filed: April 12, 2000
Title: WEB ADVERTISING METHOD
Art Unit: 2155
Examiner: Patrice L. Winder
Docket No.: 113948-026

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AFFIDAVIT OF GEORGE WINFIELD TREESE UNDER 37 C.F.R. §1.131

Sir:

I, George Winfield Treese, being duly sworn, hereby state:

1. I am one of the named inventors of the subject matter claimed in the above-identified patent application and am generally familiar with the subject matter claimed in the above-identified patent application and am generally familiar with the inventions disclosed therein.

2. Between May 1994, and December 2000, I was employed by Open Market, Inc. as Director of Security, Corporate Systems Architect, and Vice President of Technology.

3. Prior to March 20, 1995, I contributed to the conception of at least one embodiment of the invention described in the above-identified application.

4. At least one embodiment to which I contributed to the conception of was diligently reduced to practice prior to March 20, 1995 as evidenced by a web-site developed by Open Market, Inc. for Time-Warner, Inc. which included at least one embodiment of the

invention to which I contributed to the conception of. The web-site was in operation prior to March 20, 1995.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true and further, I acknowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under §10901 of Title 18 of the United States Code and may jeopardize the validity of the application or any patent issuing thereon.

FURTHER AFFIANT SAYETH NOT:

Signature

[Signature]

Date Signed

2/23/2004

Name: George Winfield Treese

Address: 11 Erwin Rd
Weyland, MA 01778

State of MASSACHUSETTS)
) SS.
County of MIDDLESEX)

On this 23 day of FEB, 2004, before me, a notary public, in and for the aforementioned state and county, personally appeared the person whose name is subscribed to the foregoing instrument, and executed the foregoing instrument in my presence for the purpose contained therein, by signing his name hereto.

IN WITNESS WHEREOF, I hereto set my hand and official seal.

Date:

2/23/04

Notary Public

MICHELLE
VELLEURE

My Commission Expires
April 9, 2004

My Commission Expires:

My Commission Expires
April 9, 2004

